

Message Text

UNCLASSIFIED

PAGE 01 RABAT 01984 040953Z
ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-08 AGRE-00 /019 W
-----098465 050156Z /15

R 040845Z APR 78
FM AMEMBASSY RABAT
TO SECSTATE WASHDC 5023
INFO AMCONSUL CASABLANCA

UNCLAS RABAT 1984

E.O. 11652: N/A
TAGS: BEXP, MO
SUBJECT: IDENTIFICATION OF TRADE OPPORTUNITIES FOR LEATHER SHOES AND
BOOTS

REF: STATE 078081

1. LIKE NUMEROUS DEVELOPING COUNTRIES, MOROCCO STARTED ITS INDUSTRIALIZATION PROCESS WITH LABOR INTENSIVE INDUSTRIES SUCH AS TEXTILES AND FOOTWEAR.
2. AS A RESULT OF THIS POLICY, MOROCCO SUCCESSFULLY DEVELOPED LOCAL FOOTWEAR AND TEXTILE INDUSTRIES AND IS NOW A NET EXPORTER OF THESE PRODUCTS, ESPECIALLY FOOTWEAR. LATEST AVAILABLE DATA (1976) SHOWS THAT IMPORTS FOR ALL TYPES OF LEATHER FOOTWEAR ACCOUNTED FOR US \$ 382,000 WHILE EXPORTS, DURING THE SAME PERIOD, AMOUNTED TO US \$ 9,347,000. TOTAL IMPORTS OF SPECIALTY ITEMS, I.E. SHOES AND LEATHER BOOTS FOR MEMBERS OF THE FIRE DEPARTMENT, POSTAL SERVICE, PRIVATE GUARD SERVICES AND ARMED FORCES, AMOUNTED TO ONLY US \$ 8,780 FROM ALL SOURCES.
3. THE ARMED FORCES, AND POLICE WHICH ARE THE COUNTRY'S LARGEST SINGLE CUSTOMER ARE SUPPLIED BY MOROCCAN FOOTWEAR FIRMS THROUGH PUBLIC TENDERS RESERVED FOR MOROCCANS.
4. EMBASSY SUGGESTS THAT MOROCCO BE DROPPED FROM REFTTEL EXPORT MARKETING PROGRAM SINCE ITS MARKET DOES NOT APPEAR TO BE PROMISING. WITH MOROCCO'S SHORTAGE OF FOREIGN EXCHANGE AND

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ITS SUBSTANTIAL (15 TO 7) TRADE IMBALANCE WITH THE U.S., IT IS MOST UNLIKELY THAT GOM WOULD BE RECEPTIVE TO ANY U.S. EFFORT TO MOUNT TRADE PROMOTION PROGRAMS REGARDING U.S. FOOTWEAR EXPORTS IN MOROCCO. ANDERSON

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